Part 1: Overview and Assessments

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Course goals:

My objective as a professor is to help expand your level of comfort and consciousness in professional oral/interpersonal communication. We will work through both applied and reflective assignments to improve your ability to connect, influence, collaborate and speak with others. I also aim for students to become more self-aware of their communication habits, so their oral and interpersonal communication can become more deliberate and strategic.

Course Outcomes:

- Develop strategies for overcoming communication obstacles and anxiety
- Anticipate, analyze, and incorporate diverse perspectives into communication
- Develop credible, engaging messages that appeal to audience interests and earn respect
- Employ ethical, logical, and well-supported persuasive techniques
- Develop a smooth, succinct, professional, and engaging speaking style
- Research, anticipate, and integrate employer interests into networking and interview conversations.
- Describe objectives, procedures, and situations accurately and precisely
- Apply tactful and effective conflict management techniques
- Promote participation and productivity in team projects and meetings
- Deliver accurate and effective feedback

SBE Mission:

The UWSP School of Business & Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Evidence of our graduates' level of preparation is evident in their ability to

1. analyze and solve business and economics problems
2. understand the opportunities and consequences associated with globalization
3. appreciate the importance of behaving professionally and ethically
4. communicate effectively.

Course Assessments:

BUS 301 uses contract-based grading. You set learning objectives for specific skills you want to develop. Then as you progress through the project, compile a portfolio that 1) provides evidence of your progress toward that project's objectives and 2) meets the deadlines and content criteria for the grading standard (A, B, or C) in your contract.

Your course grade will be calculated by taking the average of your project scores, much like your GPA (A = 4, B = 3, C = 2). If you see a point value on an assignment, ignore it. I sometimes assign point values to accommodate Canvas grade book's limited options.
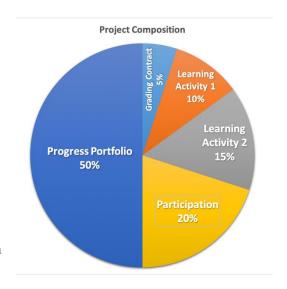
Project Structure

Grading Contract

Set specific, measurable objectives for each project that connect to course outcomes and support your career goals. Choose the grading standard you will meet for each project (A, B, C).

Required Readings

Participate in class and complete all assigned readings, self-assessments, and learning activities to earn a C. The extent to which you are asked to reflect on your progress and cite specific sources will allow you to attain a higher grade. More specific guidelines will be provided for each project's portfolio.
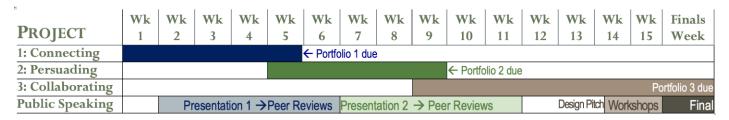

Progress Portfolio

Download a template for that project's grading standard, then add reflective content as you progress through the project. Click HERE for a general overview of Project Portfolios.

Project Timelines

We will progress through the project units in the sequence below:

PROJECT	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Finals Week
1: Connecting					← Portfolio 1 due											
2: Persuading										← Portfolio 2 due						
3: Collaborating															Portfolio 3 due	
Public Speaking		Presentation 1 → Peer Reviews				Presentation 2 → Peer Reviews						Design Pitch	Workshops		Final	

Project Teams

Depending on the project, you will be assigned to teams based on major area/career interests, professional experience, or personality type. My goal is to create a combination of student traits that supports the overall theme of the unit.
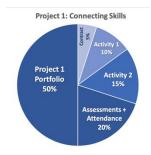
Project Summaries

Below is a generic outline of the course. A more detailed overview is available on each project's Workplan and Resources page.

Project 1: Connecting (Weeks 1-4)

- aims to develop skills related to making interpersonal connections and expanding your professional network.

Activities: [Networking Event](#) & [Informational Interview](#)
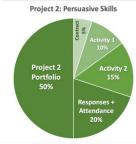*Submissions:*   [Grading Contract](#) & [Progress Portfolio](#)

Project 1: Connecting Skills

Week	Date	by Class 1 (Mon/Tue)	by Class 2 (Wed/Thurs)	by 11:59 pm (Fri)
1	Jan. 21		Begin shopping for a Networking Event that fits your schedule.	
2	Jan. 28	Complete Week 1 Readings & Assessments		Complete Week 1 Readings & Assessments
3	Feb. 4			
4	Feb. 11	Complete Week 2 Readings		Complete Week 2 Readings
5	Feb. 18	Submit P1 Grading Contract		Submit P1 Grading Contract

Project 2: Persuading (Weeks 5-9)

- aims to develop your ability to influence decisions with skills like anticipating audience needs, emphasizing benefits, and demonstrating value in the context of job interviews; can be applied to entrepreneurial interests or career advancement as well.

Activities: [InterviewStream Activity](#) & [Mock Interview](#)
Submissions: [Grading Contract](#) & [Progress Portfolio](#)

Project 2: Persuasive Skills

Week	Date	by Class 1 (Mon/Tue)	by Class 2 (Wed/Thurs)	by 11:59 pm (Fri)
5	Feb. 18	Read Mock Interview instructions before beginning Project 2.		Read Mock Interview instructions before beginning Project 2.
6	Feb. 25	Complete this Introduction to Critical Thinking Module.		Complete this Introduction to Critical Thinking Module.
7	Mar. 4	Begin recording your InterviewStream responses.	Complete Week 5 Readings and Assessments - Project 2	Begin recording your InterviewStream responses.
8	Mar. 11	Take the Introduction to Critical Thinking Quiz.		Take the Introduction to Critical Thinking Quiz.
9	Mar. 25	Start looking for a Mock Interview contact!		Start looking for a Mock Interview contact!

Project 3: Collaborating (Weeks 10-15)

- aims to develop communication skills related to team collaboration, conflict management, and leadership.

Individual activities: Case Study
                           Performance Evaluations

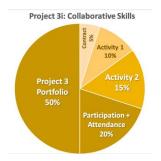*Individual submissions:*   Grading Contract
                           Progress Portfolio

Team activities: Workshop Planner
                           Design Pitch

Team submissions: Team Charter
                           Workshop

Week	Date	by Class 1 (Mon/Tue)	by Class 2 (Wed/Thurs)	by 11:59 pm (Fri)
9	Mar. 25		Complete Week 9 Readings	
10	Apr. 1	Complete Week 10 Readings		Download Agenda 1 Submit Team Charter
11	Apr. 8	Complete Week 11 Readings Submit Project 3 Grading Contract		Download Agenda 2 Submit Team Workshop Planner
12	Apr. 15	Complete Week 12 Readings Submit Individual Case Study - Graded Attendance	Deliver Team Design Pitch	Download Agenda 3 Submit Minutes - Meeting 3 Submit Individual Performance Evaluations
13	Apr. 22	Complete Week 13 Readings Team Evaluation Day - Graded Attendance	Complete Presentation 2 Peer Reviews	Download Agenda 4 Submit Minutes - Meeting 4
14	Apr. 29	Professional Development Workshop - Graded Attendance	Professional Development Workshop - Graded Attendance	
15	May 6	Professional Development Workshop - Graded Attendance	Professional Development Workshop - Graded Attendance	
Finals Week May 13		Submit Project 3 Portfolio		

Ongoing Project: Presenting (Weeks 5, 9, 14, & 15)

- aims to develop public speaking and presentation skills throughout the entire course. Each student presents twice as an individual (once in class, once on video), presents twice with a team (one informal, one formal), and completes two peer reviews.

Individual Activities*:   Presentation 1 Peer Review
                                    Presentation 2 Peer Review

Individual Submissions*:   Individual In-class Presentation
                                    Individual Video Presentation

(**NOTE:** The team *Design Pitch* and *Professional Development Workshop* are public speaking opportunities too, but those are part of your Project 3t Grade, not this one).

* If you join Toastmasters this semester and *complete* Level 1 of the Presentation Mastery path (finish the first three projects -- 3 speeches -- during the six scheduled sessions), you do NOT need to complete presentations and peer reviews for Projects 1 & 2.

Week	Date	by Class 1 (Mon/Tue)	by Class 2 (Wed/Thurs)	by 11:59 pm (Fri)
4	Feb. 11	Week 4 Readings		
5	Feb. 18	Deliver In-class Presentation 1		Record Video Presentation 1
6	Feb. 25	Complete Week 6 Readings		
7	Mar. 4	Complete Week 7 Readings		
8	Mar. 11	Complete Week 8 Readings		Complete P1 Peer Reviews
9	Mar. 25	Deliver In-class Presentation 2		Record Video Presentation 2
13	Apr. 22	Complete Week 13 Readings	Complete P2 Peer Reviews	

Note: Readings for the presentation project are cross-listed and can be accessed through other projects.

Friday Classes

In this course, the structure of Friday classes varies. Some Fridays are open so you have extra time to complete interviews and other learning activities. Others are reserved for workshops or team meetings.

*Do **NOT** tell your employer you can be scheduled to work during class time on Fridays.* Please read below for specific dates you might be available.

Flexible Fridays:

Because of logistical challenges and other issues, I am inviting fewer guest visitors to my classes this semester. That means early in the semester, we will have fewer Friday meetings than past classes.

Classes that will *not* meet face to face are scheduled on the following Fridays:

Section 5 only:	**January 25** (*Sections 1-3 **will** meet because of MLK holiday*)
All sections:	**February 1, 8, &15; March 1, 8, &15; May 10.**

Face-to-face Fridays:

Other Fridays are *face-to-face*. You will participate in skill development workshops with visiting professionals. Therefore, plan to attend class on the following Fridays:

Sections 1-3 only:	**January 25** (*Section 5 will not meet*)
Video Presenters only:	Presentation 1 - Meet in CAC 112 on **Friday, February 22**
	Presentation 2 - Meet in CAC 112 on **Friday, March 9**
All sections:	**May 3**

Team meeting Fridays:

Fridays during Project 3 are *collaborative*. *Do **NOT** consider these Fridays to be full days off or tell your employer you can be scheduled to work during these class times.*

Plan to conduct team meetings during class time on the following Fridays: **April 5, 12, 19, & 26.**

Syllabus Part 2: Course Policies

The outcomes listed below are the ones on which your participation is assessed. Each of them has been identified by regional employers as a skill that recent college graduates commonly lack:

- Listen actively and attentively
- Consistently and comfortably ask for clarification or feedback
- Employ effective questioning techniques
- Accept constructive criticism without deflection or defensive behavior

Project portfolios should also address your professional development in the four areas listed above.

Strategies for Academic Success

1. Stay engaged and participate during class.

Class engagement is also part of your grading contract for each project. Whispering to your neighbor, typing on a mobile device, and working on unrelated schoolwork during class are disrespectful and distracting behaviors and indicate a communication skill deficiency. If I notice them more than twice within a single class session, I will mark you absent from that class. Missing more than 2 classes during a project will lower that project grade a half letter for each additional absence. If possible, contact me before missing class so I can better understand your situation.

Please note that there are certain classes during the semester for which an activity is planned. Missing one of those classes will negatively impact your grade. *Do not allow external factors to interfere with your plans to attend class on the following dates:* April 15, 17, & 22; May 1, 3, 6, & 8.

2. Check Canvas and your UW-SP email account regularly.

Don't rely solely on reminders in class – check email and Canvas each week for updates. If you have trouble, call the Help Desk at 346-4357 or 1-877-832-8977. Emails with a specific subject line that includes your course/section number get a swifter response.

3. Be on time.

If you must arrive late or leave early, please let me know in advance to minimize disruption. Habitual unexplained tardiness can affect your project grade.

3. Honor your contracts.

Your contract is an agreement to meet specific criteria for each project. If you choose to overlook them, expect your grade to drop below contract value. If you have questions or concerns about specific contract expectations, or want to adjust one of them, discuss those with me 24 hours before the deadline!

4. Talk to me.

If the course seems too challenging or not challenging enough, speak with me about ways to add value. If you need assistance, the Mary K. Croft Tutoring-Learning Center in LRC 018 offers a variety of academic support services such as:

- Writing and Reading Consultations if you are struggling with writing or reading
- Technology Tutoring Services if you are struggling with technology skills
- Academic Skills Specialists if you are struggling with study habits, time management, or other academic skills.

5. Request accommodations.

If you know or suspect that you have a recognized disability, make an appointment with the Disability Services Office (346-3365) right away to find out if you are eligible for accommodations. Bring me the paperwork as soon as possible. Although course standards cannot be lowered, appropriate accommodations may be available to you under certain circumstances.

6. Do your own work.

The minimum penalty for academic misconduct is an F on the assignment. You are responsible for knowing what constitutes academic misconduct (i.e. "I didn't know" will not be a valid excuse). For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of Chapter 14 in UW-Stevens Point's Rights and Responsibilities document.

7. Meet deadlines.

Deadlines are listed in Project Workplans. Grading Contracts and Portfolios that are incomplete or underdeveloped will not receive full credit. Complete all activities and submissions as instructed and submit them but the suggested deadline, or make alternative arrangements in advance. My deadline policies in this course are quite simple:

* If you know you will need a deadline extension, you may ask for one up to 24 hours before the deadline.
* If you did not discuss an extension with me beforehand, you may still receive credit if you submit it *before* I finish grading that activity/assignment for your section. You will not receive any feedback.
* If you submit something *after* I have finished grading that activity/assignment, you will not receive credit at all. *Even one ungraded assignment can have a significant impact on your project grade. One ungraded portfolio can have a significant impact on your course grade.*
* If you miss your in-class presentation, you can receive no higher than a C for the presentation project.

For the past few semesters I have been lenient with deadlines as we have worked through technology issues. *Please note I do not intend to continue that practice this semester.*

If you have extenuating circumstances or difficulty scheduling an interview with one of your contacts, these policies are not meant to punish you... All you need to do is talk to me before your situation blows up into a crisis.

8. Proofread Carefully.

Contracts and portfolios that have not been properly proofread will be returned, and must be revised and resubmitted. Follow these proofreading guidelines before submitting those documents.

For more information, review UW-Stevens Point's Rights and Responsibilities.

Source Documentation

All written assignments should follow the Publication manual of The American Psychological Association (6th ed.) guidelines for documentation. Points will be deducted for citations and references that are not follow APA formatting standards. Refer to my APA Guidelines handout for formatting instructions and examples.

Course Assistance

I am always eager to assist you if you are confused or have questions about course materials and assignments; however, if you feel you need additional help, below are some places to find it.

If you need assistance:

The Mary K. Croft Tutoring-Learning Center located in room 018 of the Learning Resources Center offers a variety of academic support services, including:

- Writing and Reading Consultations if you are struggling with a tough writing or reading assignment
- Technology Tutoring Services if your computer skills aren't up to speed
- Academic Skills Specialists if you are struggling with study skills, time management, or other general academic challenges.

If you require accommodations:

Please speak with me the first day of class if you know or suspect that you have a recognized disability. You must also make an appointment with the Disability Services Office (346-3365) as soon as possible. Although course standards cannot be lowered, appropriate accommodations may be available to you under certain circumstances.

Changes to Course Policies/Calendar

Please note that I reserve the right to make changes to this course syllabus as we progress through the semester. Although I prefer to avoid altering our plan, sudden changes to plans happen in the workplace all of the time, so if circumstances arise that require me to adjust our work plan, consider it an opportunity to develop your agility -- that's something my contacts in industry say our graduates lack. You will be notified during class of any changes that arise. I will announce any deadline adjustments at least one week in advance.

Permission to Use Your Work

I may wish to use a sample of your work in future teaching or research activities. No examples will reveal your identity. If you prefer <u>not</u> to have samples of your work shared, send me an e-mail opting out of this request. Otherwise, your participation in the class will be taken as consent to have portions of your work used anonymously for teaching or research purposes.

Syllabus Part 3: Professional Pointer Events

(formerly SBE Events)

Several UWSP departments and programs, including the School of Business & Economics, sponsor **Professional Pointer Events** (or **Pro Events**). Pro Events connect you to:

- *Campus* (e.g., academic coaching, student clubs)
- *Community* (e.g., Rotary, Business Council)
- *Careers* (e.g., internships, networking)

As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site (proevents.uwsp.edu) for announcements of upcoming events. You can also follow us on social media:

- Facebook: UWSP School of Business & Economics
- Twitter: [@UWSPBusiness (Links to an external site.)Links to an external site.](@UWSPBusiness)

For this course, you must attend two official Pro Events. One event must be before the mid-semester cut-off of **Mar. 8**; a second event must be before the end-of-semester cut-off (**May 10**). If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for 10 points towards your final grade.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email proevents@uwsp.edu.

NOTE: *If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.*

After the mid-semester and end-of-semester cut-offs, a Pro Events coordinator will receive reports confirming your attendance. You do not need to do anything else.